WHAT IS CLAIMED IS:

1. A message recording unit comprising:

article identification means for acquiring identification information to identify an individual article;

related information input means for inputting related information related to said individual article; and

message recording means for recording into a storage as a message information said identification information of said individual article and said related information on said individual article in correspondence to each other.

2. A message reproducing unit for regenerating message information recorded into a storage by a message recording unit; said message recording unit comprising:

first article identification means for acquiring identification information to identify an individual article;

related information input means for inputting related information related to said individual article; and

message recording means for recording into said storage as said message information said identification information of said individual article and said related

information on said individual article in correspondence to each other,

said message information regenerating unit comprising:

second article identification means for acquiring the identification information to identify the individual article;

search means for searching said storage for said message information corresponding to said identification information; and

message information output means for outputting said message information corresponding to said identification information in case such message information is detected.

3. A message recording unit comprising:

position information acquisition means for acquiring position information to identify a specific position on an individual article;

related information input means for inputting related information related to said specific position on said individual article; and

message information recording means for recording into a storage as message information said position information of said specific position on said individual article and said related information on said specific

position on said individual article in correspondence to each other.

4. A message reproducing unit for regenerating message information recorded into a storage by a message recording unit, said message recording unit comprising:

first position information acquisition means for acquiring position information to identify a specific position on an individual article;

related information input means for inputting related information related to said specific position on said individual article; and

message information recording means for recording into said storage as said message information said position information of said specific position on said individual article and said related information on said specific position on said individual article in correspondence to each other,

said message regenerating unit comprising:

second position information acquisition means for acquiring said position information to identify said specific position on said individual article;

search means for searching said storage for said message information corresponding to said position

information on said specific position on said individual article; and

message information output means for outputting said message information corresponding to said position information in case such message information is detected.

5. A message recording unit comprising:

photographing means for photographing a content recording medium to which an integrated circuit tag is affixed;

an integrated circuit tag sensor for communicating with said integrated circuit tag affixed to said content recording medium;

photography instruction means for receiving a signal to notice detection of said content recording medium from said integrated circuit tag sensor and instructing said photographing means to photograph said content recording medium whose predetermined position is specified;

position information recognition means for receiving an image of said content recording medium shot by said photographing means and recognizing position information indicating said specified predetermined position in said content recording medium;

related information input means for inputting related

information related to said predetermined position in said content recording medium; and

message information recording means for recording as message information a combination of said position information and said related information or an access destination of said related information into a storage.

6. A message recording unit comprising:

detection means for detecting a predetermined position on a surface of a content recording medium on said surface of which a predetermined pattern is formed by specifying said predetermined pattern on said content recording medium;

position information recognition means for recognizing position information from said predetermined position detected by said detection means;

related information input means for inputting related information related to said predetermined position in said content recording medium; and

message information recording means for recording as message information a combination of said position information and said related information or an access destination of said related information into a storage.

7. A message reproducing unit for regenerating message information recorded into a storage by a message recording unit, said message recording unit comprising:

first photographing means for photographing a content recording medium to which an integrated circuit tag is affixed;

a first integrated circuit tag sensor for communicating with said integrated circuit tag affixed to said content recording medium;

first photography instruction means for receiving a signal to notice detection of said content recording medium from said first integrated circuit tag sensor and instructing said first photographing means to photograph said content recording medium whose predetermined position is specified;

first position information recognition means for receiving an image of said content recording medium shot by said first photographing means and recognizing position information indicating said specified predetermined position in said content recording medium;

related information input means for inputting related information related to said predetermined position in said content recording medium; and

message information recording means for recording as

said message information a combination of said position information and said related information or an access destination of said related information into said storage,

said message information regenerating unit comprising:

second photographing means for photographing said content recording medium to which said integrated circuit tag is affixed;

a second integrated circuit tag sensor for communicating with said integrated circuit tag affixed to said content recording medium;

second photography instruction means for receiving said signal to notice detection of said content recording medium from said second integrated circuit tag sensor and instructing said second photographing means to photograph said content recording medium;

second position information recognition means for receiving said image of said content recording medium shot by said second photographing means and recognizing said position information on said predetermined position in said content recording medium;

search means for searching said storage for said message information corresponding to said predetermined position in said content recording medium; and

message information output means for outputting said

message information corresponding to said predetermined position in said content recording medium in case such message information is detected.

8. A message reproducing unit for regenerating message information recorded into a storage by a message recording unit, said message recording unit comprising:

first detection means for detecting a predetermined position on a surface of a content recording medium on said surface of which a predetermined pattern is formed by specifying said predetermined pattern on said content recording medium;

first position information recognition means for recognizing position information from said predetermined position detected by said first detection means;

related information input means for inputting related information related to said predetermined position in said content recording medium; and

message information recording means for recording as said message information a combination of said position information and said related information or an access destination of said related information into said storage,

said message information regenerating unit comprising:

second detection means for detecting a predetermined

position on said content recording on said surface of which said predetermined pattern is formed by specifying a predetermined pattern on said content recording medium;

second position information recognition means for recognizing position information from a predetermined position detected by said second detection means;

search means for searching said storage for said message information corresponding to said predetermined position on said content recording medium; and

message information output means for outputting said message information corresponding to said predetermined position on said content recording medium in case such message information is detected.

9. A message recording/reproducing method, comprising the steps of:

in a side of a message recording unit,

identifying an individual article;

inputting related information corresponding to said identified individual article; and

recording as message information said article and said related information in correspondence to each other into a storage; and thereafter

in a side of a message reproducing unit,

identifying said individual article;

searching said storage for said message information corresponding to said identified individual article;

reading said message information in case said message information is detected; and

outputting said read message information.

10. A message recording/reproducing method, comprising the steps of:

in a side of a message recording unit,

specifying a predetermined position in a content recording medium;

inputting related information corresponding to said predetermined position; and

recording as message information position information indicating said predetermined position and said related information or an access destination of said related information in correspondence to each other in a storage; and thereafter

in a side of a message reproducing unit,

referencing said content recording medium;

searching said storage to determine whether said message information corresponding to said predetermined position on said content recording medium is recorded;

reading said message information in case said corresponding message information is recorded: and

outputting said read message information.

11. A message recording/reproducing method, comprising the steps of:

in a side of a message recording unit,

specifying a predetermined position in a content recording medium;

inputting related information corresponding to said predetermined position; and

providing a message reproducing unit with position information indicating said predetermined position and said related information or an access destination of said related information in correspondence to each other as message information; and thereafter

in a side of a message reproducing unit,

receiving said message information;

accumulating said received message information in a storage;

referencing said content recording medium,

searching said storage to determine whether said message information corresponding to said predetermined position on said content recording medium is accumulated;

reading said message information in case said corresponding message information is accumulated; and

outputting said read message information.